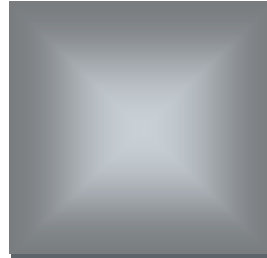


# 2020 IOWA INDUSTRY PROFILE

## INFORMATION

### IOWA WORKFORCE DEVELOPMENT



#### Executive Summary

In 2019, the **Information** sector remained at 1.4 percent of all public and private sector employment in Iowa with 21,728 jobs and an annual average wage of \$60,446, which is 24.2 percent higher than the statewide average for all industries of \$48,672.

Dating back to the start of the recession in 2008, this sector continues to see an annual decrease in employment, while corresponding with annual increased wages. In 2008, employment was at 33,936, dropped to 31,047 in 2009, and most recently in 2019 to 21,728. Wages continue to climb for those who remain in this industries, ranging from \$43,477 in 2009 to \$60,446 in 2019.

The changes among this sector, has been credited to the result of the improved technology over the years, resulting in higher wages for those who kept up with internet, electronics, cellular phones, and other IT systems.

This industry continues to be male dominated as women were at 40.3 percent and men were at 59.7 percent in 2018. These percentage for women dropped to 35.2 percent, while the men represent 64.8 percent in 2019.





## INFORMATION IOWA INDUSTRY PROFILE

### What is Information ?

The **Information** sector comprised of establishments primarily engaged in the following processes:

- (a) Producing and distributing information and cultural products,
- (b) Providing the means to transmit or distribute these products as well as data or communications, and processing data.

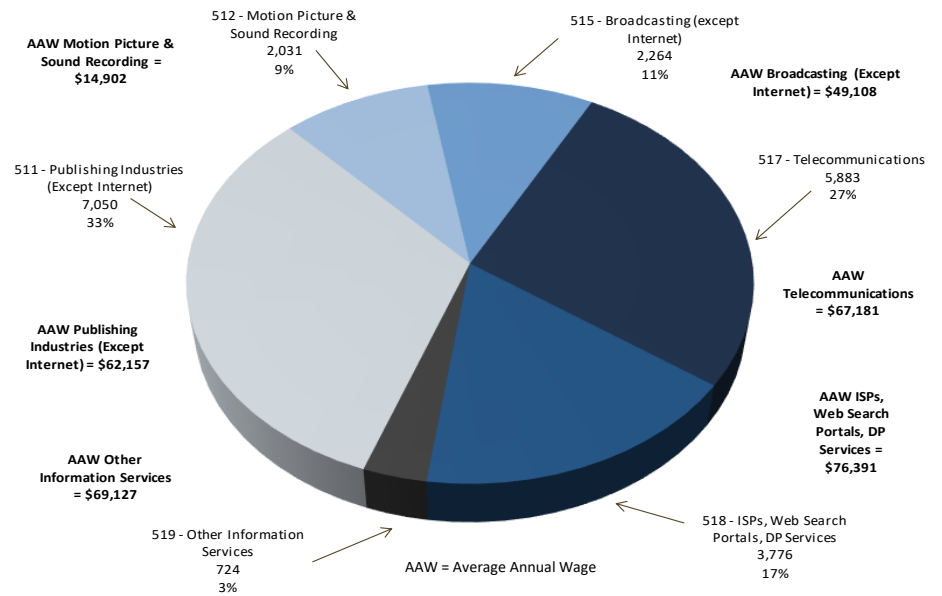
The main components of this sector are **Publishing Industries**, which includes **Motion Pictures and sound recording industries, Telecommunications, and Data processing, hosting & related services.**

Source: [www.bls.gov/cew/bls\\_naics/bls\\_naics\\_app.htm](http://www.bls.gov/cew/bls_naics/bls_naics_app.htm)

### 2019 Industry Breakout by Employment in Iowa

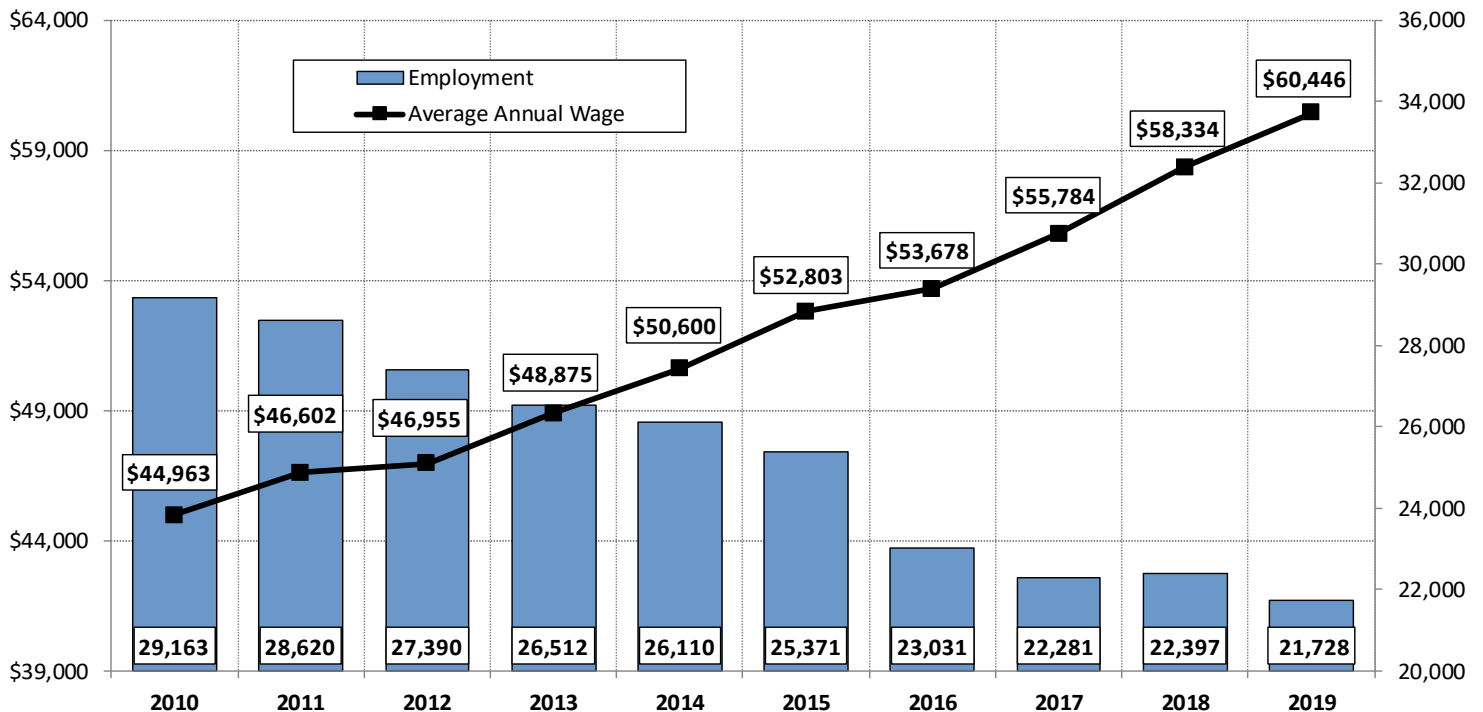
Information NAICS Industry Coding

Percentage Employed and Average Annual Wage by Subsector



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

### 2019–2020 Employment in Informational Industries in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development



## INFORMATION IOWA INDUSTRY PROFILE



Top Occupations in Information	Employment
Customer Service Representatives	2,111
Telecommunications Equipment Installers and Repairers, Except Line Installers	1,884
Advertising Sales Agents	1,168
Editors	749
General and Operations Managers	672
Office Clerks, General	653
Reporters and Correspondents	605
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	585
Computer User Support Specialists	507
Sales Representatives, Services, All Other	503
Radio and Television Announcers	488
First-Line Supervisors of Office and Administrative Support Workers	424
Bookkeeping, Accounting, and Auditing Clerks	424
Mail Clerks and Mail Machine Operators, Except Postal Service	389
Ushers, Lobby Attendants, and Ticket Takers	374
Graphic Designers	365
Software Developers, Applications	359
Production, Planning, and Expediting Clerks	319
Word Processors and Typists	299
Cashiers	289

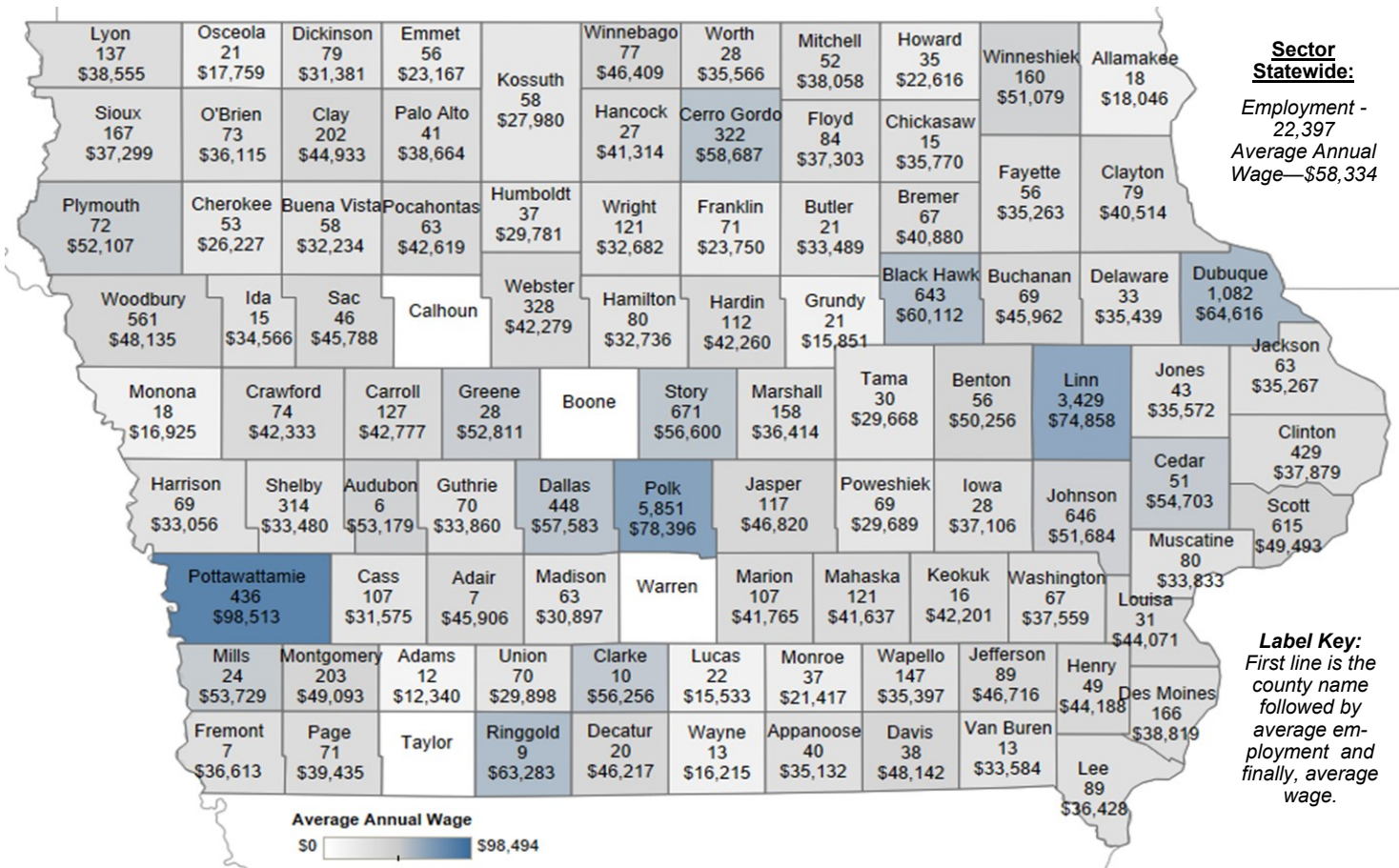
Source: Iowa Workforce Development, Labor Market Information Industry and Occupational Projections (2018-2028 Long-Term Projections)

### Establishment Facts:

In 2018, employers in the **Information** sector had 1,802 locations in Iowa. The sector's highest employment units was under **Telecommunications** with 541 units and 6,227 employees. The second highest units were under **Publishing Industries** (Except Internet) with 510 units and 7,286 employees. **ISP, Web Search Portals, & DP Services** were third with 219 units and 3,988 employees.

The employers listed to the left are classified in the subsector that reflects their primary industry, although each company may be engaged in other economic activities.

### 2019 Covered Employment in Information by County



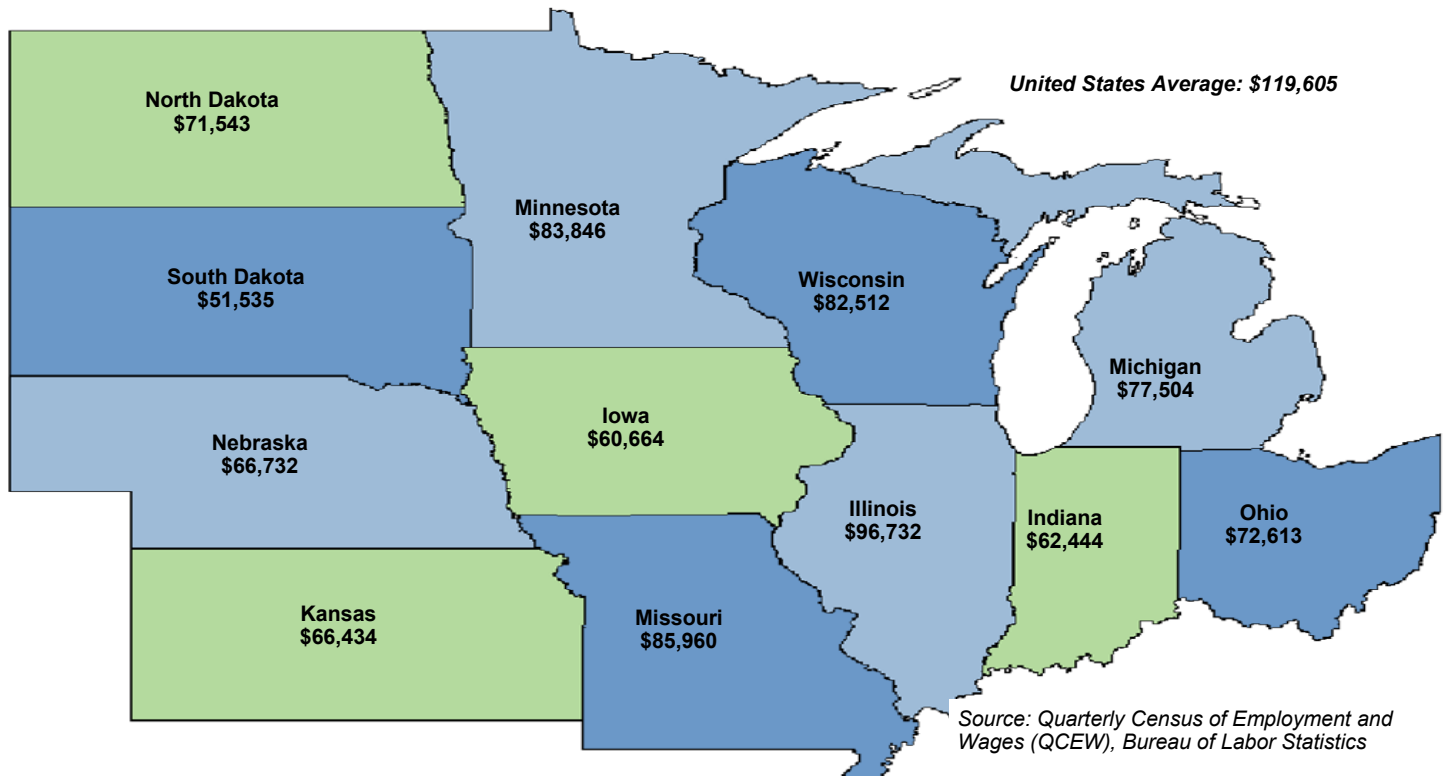
Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development



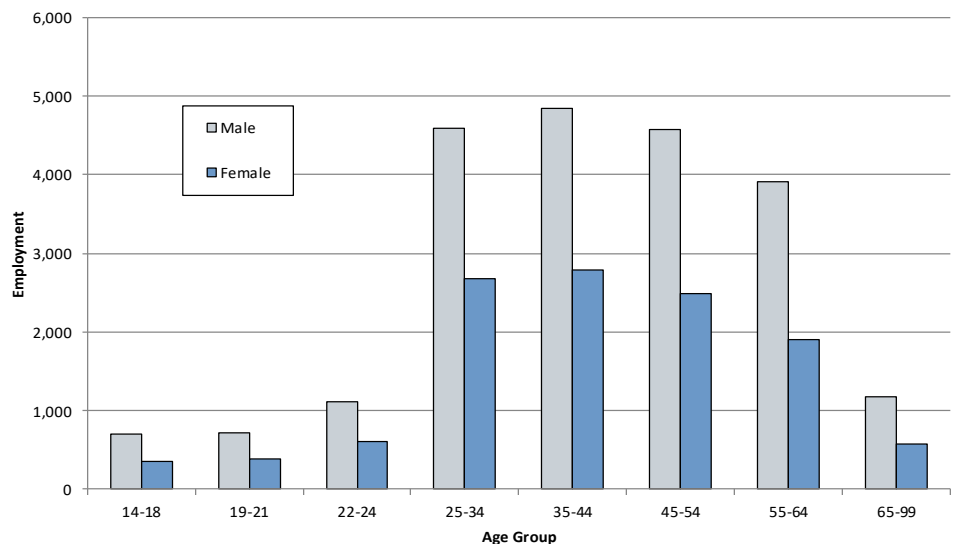
## INFORMATION IOWA INDUSTRY PROFILE

### 2019 Average Annual Wage for Covered Employment in Information

State Comparisons by Private Ownership



### Industry Distribution by Age and Gender, 2nd Quarter 2019



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau  
<https://lehd.ces.census.gov/>

#### Contact Information

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